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United Brewers Industrial
Foundation

Brewing and the public
interest

[New York]

[1937]

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BREWING AND THE PUBLIC INTEREST

*Leaders Acclaim Aims and Purposes
of the*

UNITED BREWERS INDUSTRIAL FOUNDATION

at

INAUGURAL LUNCHEON

*The Waldorf-Astoria April 14, 1937
New York*

308

Z

Box 498

ADDRESSES OF

HERBERT L. BODMAN
JOSEPH V. CONNOLLY
MISS ELOISE DAVISON
HON. JAMES W. GERARD
HON. MARK GRAVES

DR. WARREN M. PERSONS
C. C. PETTIJOHN
HON. VICTOR F. RIDDER
COL. JACOB RUPPERT
HON. HERBERT BAYARD SWOPE

Gift of
President N. M. Butler
6/7/37

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*A*t the Waldorf-Astoria recently, three hundred leaders in the fields of education, social welfare, business, industry and brewing assembled at luncheon at an occasion which promises to be a milestone, not only in the history of the brewing industry, but also in the relationship of a private profit industry to the public interest.

The event was the inauguration of the United Brewers Industrial Foundation, which The New York Sun, in its column report characterized as "enthusiastically launched . . . for the avowed purpose of aligning the industry with every force now working toward the improvement of social and economic conditions in this country."

The occasion aroused and elicited so much interest and so much comment from leaders in education and social welfare, as well as from others who help to make American public opinion, that the United Brewers Industrial Foundation, in acceding to requests, has caused the speeches delivered at the Inaugural Luncheon to be published in this booklet.

UNITED BREWERS INDUSTRIAL FOUNDATION

A Statement of POLICIES, PURPOSES, FUNCTIONS

ESTABLISHED BY THE BREWING INDUSTRY OF THE UNITED STATES IN THE INTEREST OF THE PUBLIC AND THE INDUSTRY

Why a Foundation

INDUSTRY must recognize its social responsibility if it is to develop. The future status of the brewing industry is dependent upon its self-regulation and adherence to standards and goals that reflect the public interest. The United Brewers Industrial Foundation has been organized to align the industry with every force working for the public good in this country—law enforcement, moderation and a recognition of the social welfare.

The public must be placed in possession of facts about industries which serve it. For only facts can be the basis of sound judgments about an industry. The Foundation plans to carry out this function.

The brewing industry recognizes the vital importance of its relationships to the public. It places itself and its future squarely before the American people.

Organization

The United Brewers Industrial Foundation is a non-profit, incorporated membership association, supported and governed by the brewers of this country. It is a separate and independent institution which does not duplicate activities of existing brewers' trade associations.

Functions

The Foundation functions in two ways: [1] To interpret the public interest to the brewers, so that they may govern their attitudes and actions accordingly; [2] To interpret the industry to the public, so that the public may judge of the industry on the basis of the facts.

[1] INTERPRETING THE PUBLIC TO THE INDUSTRY

The Foundation works with the brewers of America in aligning them with the forces striving for the public good.

[2] INTERPRETING THE INDUSTRY TO THE PUBLIC

The Foundation is a clearing house of authoritative information for the public on brewing from every point of view—economics, health, nutrition and history.

UNITED BREWERS INDUSTRIAL FOUNDATION

INAUGURAL LUNCHEON

THE WALDORF-ASTORIA

APRIL 14, 1937

ADDRESSES

AIMS AND PURPOSES OF THE
FOUNDATION

COLONEL JACOB RUPPERT

Chairman, United Brewers Industrial Foundation

TODAY marks a milestone in the history of the brewing industry of the United States. Today we are launching a united effort to align this great industry with every force that is working toward the improvement of social and economic conditions in this country. Today we are asking for the public's recognition of a united brewing industry which realizes its social responsibilities and desires to be a helpful part of the fabric of the nation.

In announcing the creation of the United Brewers Industrial Foundation, and in setting forth its aims and objectives, it is appropriate to review the reasons which called it into existence.

Every American brewer knows that he is a member of an industry with a long and honorable heritage. He knows that George Washington had beer brewed at Mount Vernon . . . that William Penn was a brewer . . . that seven of the signers of the Declaration of Independence were brewers, or interested in breweries. He knows that brewing, as an industry, and brewers are highly respected for their contributions to the progress of temperance in the Scandinavian, northern European countries and England.

He knows that in the events leading up to prohibition there were many evils which he abhorred and which he does not want to have repeated.

He knows today that for an industry to survive and develop, it must function in the public as well as the private interest. To fully recognize its obligations to the public is the price of the continued and suc-

cessful existence of any modern industry. An industry, through united and intelligent action, must tell and re-tell its story.

The United Brewers Industrial Foundation has been set up by the brewing industry of America to do for us and the country what institutions of other outstanding industries have done.

The Foundation does not seek to supplant or duplicate the useful activities of any other association. It expects to draw upon all of them for information and assistance, and to assist them in turn. Its function is to create a common centre where the full assistance of the brewers of America can be offered to all those forces which operate for the improvement of social and economic conditions . . . where research may be carried on . . . and where authoritative information on the public phases of the brewing industry may be available to the public at all times.

The brewers of America have contributed over a billion dollars in taxes since repeal. They are one of the largest industrial consumers of farm products. They directly and indirectly employ more than 850,000 persons, and they are substantial citizens who sincerely and earnestly desire to maintain their industry on a high and useful plane.

We know that in the work of this Foundation we shall profit by the constructive advice and assistance of every educator, every clergyman and every economist who knows that habits and customs can only be controlled and improved through example and education.

The presence here of the distinguished guests who grace our board encourages us to believe that the aims and purposes of the Foundation have been rightly conceived.

CHAIRMAN RUPPERT: *I take great pleasure in introducing to you a man whose industry has profited by self-government, the General Counsel for the Motion Picture Producers and Distributors of America, Mr. C. C. Pettijohn.* (APPLAUSE)

SELF-GOVERNMENT IN INDUSTRY

C. C. PETTIJOHN

General Counsel, Motion Picture Producers and Distributors of America

MOST people speak of "self-government in industry" as something new or something untried. Some of our industrial statesmen have referred to this subject as an "experiment." Self-government in indus-

try has long been practiced by individuals and individual businesses.

As a boy, I recall that in the neighborhood where I was brought up, just an average middle western neighborhood, we had two or three paperhangers and a cabinet maker with his little plant located in the rear of his home. We had at least two blacksmiths, two doctors, one of whom was my father, two drug stores, and three or four groceries. Each of these businesses was self-governed by the individual who ran it. Some were better than others, some more highly respected than their competitors for various reasons. Those who led were those best self-governed by the individuals in command.

The blacksmith and the shoer of horses and mules are things of the past. It does not require any great imagination to say that the automobile industry in America has supplanted them. The neighborhood cabinet and furniture maker is a thing of the past and we have an American furniture industry operated with the same intelligence, but probably with not the same present troubles and concern as our American automobile industry. Doctors have not yet become organized into big business. Theirs will always be an industry of individuals. Yet we have our medical societies which, with their high regard for professional ethics, have established most admirable standards and maintained the profession as one that is not only universally respected, but even, I might say, viewed at times with reverence.

As I understand the aims and purposes of your Foundation, you are setting up a central organization, representing the best thought of the brewing industry, which will devote itself exclusively to the maintenance of proper conditions and actions within its field, and to co-operation with all constructive forces that are working for the public good and public welfare.

This is quite an undertaking in an industry as large and as scattered as yours, but it can be done. It will not be done in a day or a week. It will require determination, courage, patience, sincerity of purpose and, most important of all and the hardest thing to bring about, a trust and confidence in each other that petty jealousies and suspicion cannot corrode.

We know of the work of Judge Gary with his industry. You and I know something about a gentleman named Kenesaw Mountain Landis and his great organization. I happen to know something, by reason of fifteen years plus service at the side of Will H. Hays, of what he has accomplished and his organization has accomplished in his industry.

I remember that in 1921, which was the year before Mr. Hays became a showman, we had a play running on Broadway called "Potash and Perlmutter," in which Morris said, "I am going into the picture business," and his partner said, "It is not a business; it is a dissipation."

Today we all know that it is a great business, a prosperous business, and a great constructive force for good, and particularly for simon pure Americanism.

Your Foundation will be judged and its sincerity and effectiveness will be measured not by what you proclaim in your charter or declaration of purposes, but by your actions and activities during and after you have passed through the tests of actual accomplishment. Your ability to accomplish your aims and to secure public approval will depend largely on the willingness of the individual members of your industry to maintain in their day-to-day operations the same ideals which guide your associational efforts. Whether or not you attain and retain the support of those who believe in your aims depends upon your Foundation, like every other organization devoted to industrial betterment, securing and continuing to hold the undivided allegiance of every member of your industry to your high purposes.

Never before has the American public been so interested in and so critical of the processes and repercussions of every organized business. Industries today are being more and more judged, not on their intrinsic worth and merit, but by their contribution to the comfort, convenience, and pleasure of the public, and their readiness and ability to adapt themselves to changing trends in public taste and public demands. Today every sensible national industry recognizes that it has no more important problem than the attainment and preservation of the respect and confidence of the public it serves.

The creation of this Foundation by the brewing industry is evidence that you have determined to conduct your affairs in such a manner as to deserve public support and confidence. You have your problems, of course. However, and without going into detail, I have known other industries saddled with more serious problems and divergent interests which have emerged from that condition of affairs with great credit. I believe that you have not only the integrity, but the vision, intelligence, and the latent man-power among you properly to appraise and rightly handle your industry's affairs. In that endeavor you will have the sympathetic support of all thoughtful citizens who have for their ultimate goal not only the solution of their own individual problems,

but the improvement of social and economic conditions in this great land of ours.

I wish you success. I believe you will attain it.

CHAIRMAN RUPPERT: *We are very proud to have with us today a former Ambassador to Germany, who has recently been appointed special Ambassador to the Court of St. James to represent the United States at the coronation of the King, Honorable James W. Gerard.* (APPLAUSE)

KEEPING THE BREWING INDUSTRY IN STEP WITH THE LAW

HONORABLE JAMES W. GERARD
*Former Ambassador to Germany,
Special Ambassador to the Court of St. James*

IN the fourteen years when Personal Liberty was the captive of Intolerance, there was built up in this country an invisible empire of crime.

We still suffer from the gangster rulers of that empire who, today, are the bank robbers, the kidnappers, the holdup men, and the murderers once engaged in the illegal traffic in liquor.

That empire must not be revived. And against the intolerance which created that empire, the best defense is that the brewing industry itself be above suspicion, and most carefully and cheerfully comply with all regulations and laws.

There was before prohibition too close a connection between the brewing industry and the saloon. I know because one of my law partners was for a time receiver of a prosperous brewing company in the Court's hands because of internal quarrels among its owners, and I know how close was the alliance between brewer and saloon. Those days must not come back, and the brewers producing a good, healthy, attractive beverage, must win public approval both by the excellence and purity of their product, and by their strict obedience to law. They must unite to discipline and expose any one of their number who by illegal acts, by unfair competition, risks injury to all.

With this Foundation as a united front against such abuses, with

public confidence and public support, with a campaign of education to teach those who during prohibition abandoned the health-giving, clear, amber drink of the gods for more deleterious beverages, the good old jolly King Gambrinus will once more come into his kingdom to the profit of the industry and the satisfaction of the people, bringing moderation and true temperance as handmaids in his train.

CHAIRMAN RUPPERT: *We shall now have the pleasure of hearing from a man who has been Executive Editor of the old New York World, President of RKO, and a member of the War Industries Board, Mr. Herbert Bayard Swope.* (APPLAUSE)

A PUBLIC VIEWPOINT ON THE BREWER'S PROBLEM

HONORABLE HERBERT BAYARD SWOPE
Former Executive Editor, The World, New York

I AM glad to be here to testify to my faith in Public Opinion, for, after all the verbiage is cleared away, that is what this Foundation seeks and by which it will live or die.

There is only one way to win the support of Public Opinion. That is to deserve it. And the way to deserve it is to have a sound public policy.

Public Policy does not mean Public Relations. There is confusion on this thought. The confusion frequently is accentuated by wrong emphasis. Sometimes it is stressed through ignorance. These two factors, Public Policy vs. Public Relations, may be poles apart.

Public Policy has to do with soundness. Public Relations too frequently deals with mere expediency. A sound public policy in industry, in politics—in all of our social and economic activities—is the result of careful consideration and right thinking. Sometimes it comes through trial and error, but the greater part of the battle can be won by a sure analysis with motives searched and service to the public stressed. Out of service flows profit. Profit cannot continue if service is not rendered first.

On the other hand, too often public relations consist not of gilding the lily, but of painting the skunk cabbage. Too often public rela-

tions ignores underlying truths and concerns itself only with painting a pretty picture. Too often it consists of selling a thing as is, instead of making that thing wholesome and sound.

For this Foundation—for any enterprise of a similar nature—to be successful, it must deserve success. That can be done by searching out the evils within the industry, burning them out and insulating against their repetition.

With that clean-up process a constant factor in the program, I have no doubt that your public relations will be bettered, and will remain so. It will be far easier to persuade the public that you are doing a worthwhile job by actually making the job worthwhile, than it will be by merely pretending it is worthwhile.

This is no coroner's inquest. This meeting has to do with life, not death. It is of no concern to discuss the manner in which prohibition was slipped over the country. But I may be pardoned a brief minatory note when I say that in that debacle there was a share of blame to be attached to certain practices in the brewing industry, which accepted and worked on rotten political affiliations. I doubt that such a need ever existed. I am certain the process can no longer be followed. The brewers know this. Today's meeting is proof of it, and I believe the politicians have learned it, too.

I like brewers. I like beer and other forms of mild stimuli. But, above all, I like personal freedom. I was for many years associated with a newspaper—The New York World—which never stopped its fights on prohibition. It did not believe that morals could be legislated into the public. It did not believe there was a moral question involved in prohibition. I think the newspapers had a large part in bringing about the eventual repeal. It was a triumph of public opinion, plus extra pressure of an economic nature.

That public opinion now favoring your cause can be kept favorable only by deserving it. Let us hope that this Foundation will be a means to that end.

CHAIRMAN RUPPERT: *I am sure that you all regret, as much as I do, the illness of Dr. Warren M. Persons, former Professor of Economics at Harvard University, which prevents him from being with us. He has asked that his paper be read by Mr. Stanley J. Quinn.* (APPLAUSE)

MR. QUINN: *This is what Dr. Persons would have said if his health had permitted him to be here:*

THE ECONOMIC ASPECTS OF THE BREWING INDUSTRY

WARREN M. PERSONS, PH.D.

Formerly Professor of Economics, Harvard University

THE only sound economic method, that I know of, to abolish the consumption of beer is to offer consumers a moderate-priced beverage which they prefer to beer. Other methods, whether high taxation or prohibition, are certain to create illegal beer, produced and sold consumers by law breakers.

No legislation can disestablish the physical fact that alcohol is readily produced. No police power is powerful enough to counteract the economic forces set into action by high taxation or prohibition.

The per capita production of beer in 1899 was 15 gallons. Fifteen years later it reached the maximum of 21 gallons per capita. While population increased 30 percent, beer production had risen 40 percent.

This seems like a large increase, but in comparison with the increase in other branches of manufacture it was moderate. The physical increase of all manufactures, according to census figures, during the fifteen years preceding the war was over 70 percent. All the great manufacturing groups, except leather and lumber, increased more rapidly in output than did malt liquors.

Increasing per capita production, making possible increasing per capita consumption, is the leading feature of a progressive economic society applying new and more efficient ways of providing goods and services which consumers demand.

In the fiscal year 1936, tax-paid withdrawals of beer amounted to nearly 49,000,000 barrels for a population of 128,000,000. This indicated a consumption of 12 gallons per capita, below where we were in 1899. But people wanted at least that much beer, for they bought it in preference to other beverages.

Consumers still want beer if they can afford it, just as they want oranges, lettuce and truck crops. And they are showing that they want beer in cans and bottles. Practically the entire increase in tax-paid withdrawals of beer between the fiscal years 1935 and 1936 was withdrawn for canning and bottling.

During the last five months of 1936, beer withdrawn in cans and bottles was 50% more than during the corresponding months of 1935. Indications are that consumers still want beer, in increasing amounts, in cans and bottles.

This want of consumers can't be taxed or prohibited out of existence.

CHAIRMAN RUPPERT: *Our next speaker is a former President of the New York Produce Exchange, who is well qualified to tell us of the interest which the farmer of the country has in the purpose of this Foundation, Mr. Herbert L. Bodman.* (APPLAUSE)

BREWING AS AN OUTLET FOR FARM PRODUCTS

HERBERT L. BODMAN

Former President, New York Produce Exchange

A DAY or so ago, I called up the Waldorf management off-hand and asked them what the acreage of the Starlight Roof was. Well, they are pretty apt at answering questions, and they told me right off, one-seventh of an acre. One-seventh of an acre is just the area that a farmer has to cultivate to supply you gentlemen with the barley for three barrels.

Pyramiding that demand, the farmers each year have to cultivate 3,000,000 acres for you gentlemen. Forty thousand average size farms in the United States would have to dedicate their whole arable acreage to your demand. Now that sounds like a lot. It is a lot, but it is not enough. You have got to do better.

The last two years we have had two crop failures, one after the other—plus restriction, plus soil conservation. In the meantime we have had those two drought years. I am going to make a prediction. I may not be much of a prophet, but I am going to say just this: It is

going to rain in the West, and when it does, they are going to raise lots more barley. When they do raise more wheat and barley and oats, we in the meantime have lost our markets abroad to other nations and other farmers, and those other nations and other farmers are going to insist that they retain that market of ours. We, therefore, must find further use for our agricultural products.

What to do with the surplus? That is going to be the problem, and we are going to have to face it. Drought is not going to continue to save the face of agricultural planners.

As a descendant of New England farmers and as a farmer myself in my early days, I hate to accommodate myself to a cowardly economy of scarcity. Why not strive to adapt ourselves to a courageous economy of abundance? Why should not every one in the United States have adequate clothing, shelter, food and drink? Let's bend our public and our private policies toward increased consumption.

Now Miss Davison is going to tell you, I believe, after I sit down, of the new uses for agricultural products and of the utilization of agricultural products, and I am well aware that the research laboratories of this country and the industrial laboratories are bending their efforts toward finding a new use for our agriculture; but they haven't got very far and they can't get far quickly. They have found that dolls can be made from soy beans, but what the farmers of this country will want next year and the year afterward is an increased demand for the products they are already raising and they are going to have to market. I would rather see an existing demand for necessities increased than a long, laborious process discovered of finding new products.

Now in case you might doubt that malt and beer and barley are necessary, I am going to read you the translation of a letter sent us in 1917 by a town in the occupied area of Belgium.

"Milmine Bodman & Co. Inc.

Dear Sirs:

The years past we bought malt from your goodselves. We are now truly in a situation desperate. We have no malt and therefore no beer. It is known to you the water of this vicinity is very bad for the health. It has been bad so since five hundred years. We will pay you two times the existing price for a full cargo of malt delivered our town. It is our idea you approach the British control through your ambassador and remind the control the Germans have always disliked the taste of our beer."

As the sale at twice the current price meant half a million dollars profit we made the attempt but it was futile. In those days they were hard up in Belgium, but beer was an acknowledged necessity. Gentlemen, I hope this Foundation increases the stocks of beer and the production of barley so that we, in this country, may never find ourselves in a like "situation desperate."

CHAIRMAN RUPPERT: *Our next speaker is a woman, trained and experienced in the field of home economics. I take great pleasure in presenting the Director of the Herald Tribune Home Institute, Miss Eloise Davison.* (APPLAUSE)

BEER IN THE HOME

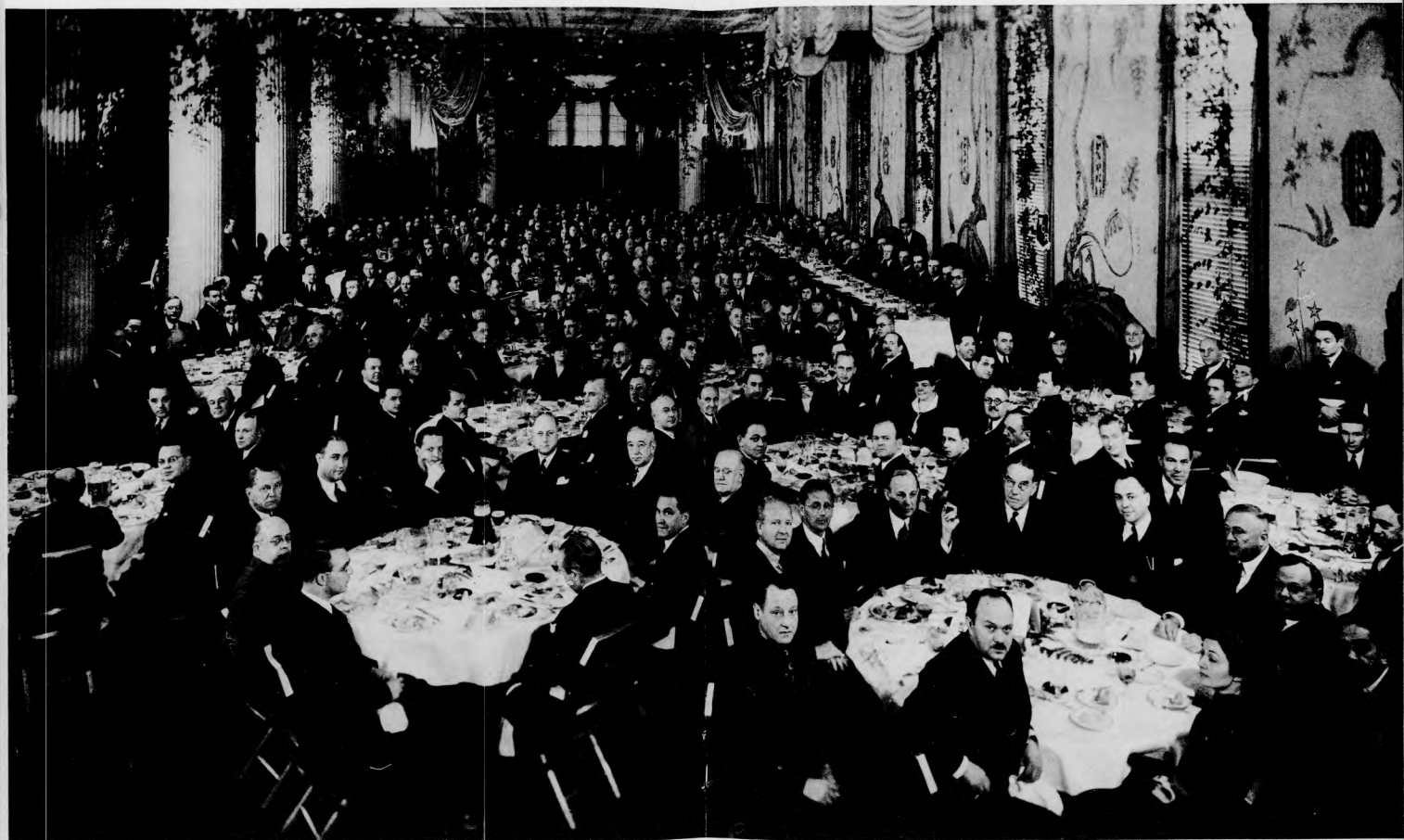
ELOISE DAVISON, M.S., Iowa State College
Director, New York Herald Tribune Home Institute

DOWN through the eons from fig leaves to dinner jackets, beer, the golden beverage of the gods and the fortunate, has sparkled on civilized tables.

Beer's origin is hidden in the mists of antiquity. But the first historical records speak of brewing as a well-developed art, so it is not improbable to suppose the art of brewing as old as the knack of hewing.

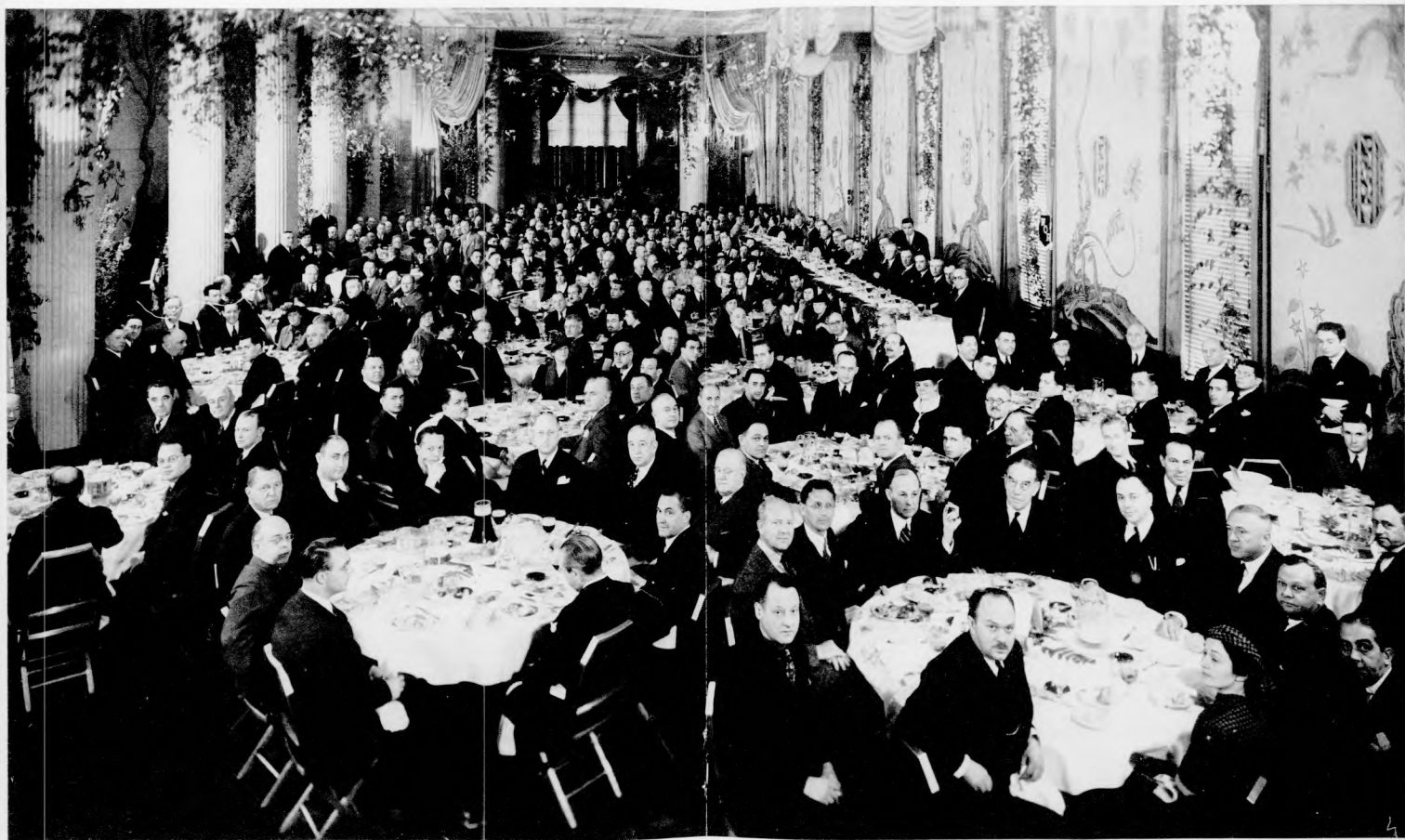
This "Tonight-at-Eight-thirty" generation was in pinafores and pink hair ribbons when beer made its sudden demise. Now that the brew has returned to the home, women are eyeing it hopefully and asking what can it do? How does one serve it is one thing, but what literally thousands of homemakers demand to know (editors of women's magazines, editors of women's syndicate pages attest to this fact), is, what is beer's place in the diet. Is it a healthful beverage? If so, why? and something else they clamor to learn, is that almost lost art of Colonial beer cookery.

In the days when our young Republic was fathered by General George Washington, beer was a part of every meal. For almost a century to follow, beer went on the table as regularly as bread. A brew house was an essential part of the household and beer was regarded a liquid food. When Colonial ladies in their embroidered mulls sat in the shade of the mulberry to talk as women will, of what things pleased



INAUGURAL LUNCHEON
UNITED BREWERS INDUSTRIAL FOUNDATION
The Waldorf-Astoria, April 14, 1937

INTENTIONAL SECOND EXPOSURE



INAUGURAL LUNCHEON
UNITED BREWERS INDUSTRIAL FOUNDATION
The Waldorf-Astoria, April 14, 1937

their lords—they spoke of beer in a reverent way, mentioning how Mrs. Ferris at the tavern cooked a Virginia ham with beer in a manner that the gentlemen liked. They spoke of a new slaw made with a dressing tanged with beer. "The way to a gentleman's heart," and they nodded gravely at the thought.

"Season with beer," appeared as often in their treasured cook books as it does today in cook books on the Continent. Beer went to the table as regularly as meat and potatoes. Beer was known intimately, not merely as a beverage but as an important ingredient to cookery. The sight of beer, the smell of beer, the taste of beer was as common to the senses as sassafras tea, winesaps mellowing in the bin, that frugal fragrance of gingham or the clean chaste smell of starch.

No Colonial lady need ask beer's place in the diet. No one had to count beer's calories for her. And if one of the obliging test tube cooks had come along a century too soon with the information, grandmother would have given a disgusted retort. These early-time cooks knew by the smell, the tingling taste, the living life of it, that beer was good for the inner man, both the stomach and heart of him. They knew what was in it, for they made the brew themselves. Most every good housewife had innumerable recipes for small beer and usually her own pet recipe which she guarded carefully.

Better living is the spirit of our present age. With more leisure, more time-saving equipment, women have more time for friends at their table. But today's homemaker has a more inquiring mind. Seventy-five percent of her food is prepared outside the home, merchandised to her in packages, bottles and cans. Naturally she wants to know what is in it. What will this food do? She cannot afford to trust to taste alone. Beer, like her milk, her soups, her bread, comes ready to use. The American woman wants to know its purpose in her home. She wants definite facts.

Women in homes are potentially friendly to beer and are large dispensers of beer. The homemakers' interest is sincere, now that beer has been lifted out of the red tablecloth, saloon type of beverage, and bows to a beverage that finds its proper culinary niche in her daily menus, not only as a gracious complement to better living, but as a liquid food with a nutritional value that can be interestingly used in the preparation of the more than one thousand meals a year, which is one of her great problems.

Beer is back in the kitchen again but this generation of meal-makers

have still more to learn of the many uncatalogued ways to use beer. The world of beer and food combinations stretches as far as the imagination for any who will explore it. But the way must be pointed out, as many of today's homemakers are disciplined to do without it. And that's one big job ahead for you who are dispensing this age-old liquid food.

CHAIRMAN RUPPERT: *We shall now hear from a man who is President of a great international news organization, the President of a feature service and the head of a radio chain, Mr. Joseph V. Connolly, President of the International News Service.* (APPLAUSE)

HOW THE PRESS VIEWS THE BREWING INDUSTRY

JOSEPH V. CONNOLLY

President, International News Service and King Features Syndicate, Inc.

[MR. CONNOLLY, after expressing his personal agreement with the aims and the purposes of the United Brewers Industrial Foundation, expressed the attitude of the Hearst publications by reading the following telegram to him from William Randolph Hearst:]

"I am glad you are going to make an address to the brewers.

"The policy of our papers has always been in favor of light wines and beer.

"We urged that policy before Prohibition, and condemned the excessive use of strong alcoholic liquors.

"Of course we lost a lot of advertising, and even reputable hotels took their announcements away from us because they said that we were interfering with their business.

"However, Prohibition soon interfered with their business a lot more than our papers had.

"And something akin to Prohibition will surely come in again if alcoholism again becomes a national menace.

"The evils of Prohibition were obvious.

"But the evils of unlimited license in the sale and consumption of hard liquor are equally obvious.

"But why do we have to resort to one extreme or the other?
"Why do we have to choose between two evils, when it is possible to choose the wholesome, temperate course of light wines and beer?

Sincerely yours,
W. R. HEARST"

CHAIRMAN RUPPERT: *We also have with us today a former Administrator of the Works Progress Administration and former President of the State Board of Social Welfare. He publishes one of our leading newspapers, the New Yorker Staats-Zeitung und Herold, Mr. Victor Ridder.* (APPLAUSE)

SOCIAL WELFARE ASPECTS OF THE BREWING INDUSTRY

HONORABLE VICTOR F. RIDDER

*Publisher, New Yorker Staats-Zeitung und Herold,
former W.P.A. Administrator for New York City*

I HAVE been asked, before addressing myself to the title of my talk today, to express on behalf of the Mayor of this City, his interest in this new activity of yours. If through this Foundation the responsibility of the industry towards the people of the City and of the country at large can be made clear, it can carry the value of your great industry to the public in such a way as to find a ready acceptance for your ideals. The Mayor, as one of those who carried on the fight for the brewing industry during its dark days, wants this group to realize that he is still as faithful to his responsibilities towards it as he ever was.

The story of the brewing industry represents one of the most interesting social developments of the past thirty years.

This country learned in the prohibition period that beer cannot successfully be denied to the American people, that they are determined to have it at all costs.

With the end of prohibition and the restoration of the brewing business as a law-abiding industry, the problem now confronts the brewers of America of seeing that the conditions which were seized upon to bring about the prohibition amendment are not to be repeated. The

new brewing industry has a definite contribution to make to steady employment under good working conditions for a large number of people.

Industries associated with the brewing industry are substantial factors in the nation's development. The raw materials which the brewing industry draws from the farms are a factor in the agricultural prosperity of the country which has never been recognized at its real importance.

It is the duty of this Foundation to see that the brewing industry goes forward in step with the social conscience of the country. This will require social statesmanship of the highest order. The country knows that beer is a necessity and not a luxury, and a proper increase in its sales will make this industry a substantial factor in combating unemployment and in developing higher prices for the farmer.

CHAIRMAN RUPPERT: *I consider it an honor to present our next speaker, who is Commissioner of Taxation and Finance of the State of New York, who will speak on "Brewing's Contribution to the Cost of Government."* The Honorable Mark Graves. (APPLAUSE)

BREWING'S CONTRIBUTION TO THE COST OF GOVERNMENT

HONORABLE MARK GRAVES

New York State Commissioner of Taxation and Finance

THE repeal of prohibition ended an era of American life which will be remembered by those of us who lived through it and which will go down in history as an outstanding example of the folly of believing that the personal habits and morals of the American people can be regulated by law.

No one questions the wisdom of temperance—temperance in all things as well as in drinking. Concede, for the sake of argument, that it would be better if people abstained entirely from the use of intoxicating beverages, the fact remains that that principle is not accepted by any considerable percentage of our people. Moreover, it is offensive to a free people to be told what they cannot eat or drink.

We need but recall the conditions which obtained during the prohibition period to remember how shocking those conditions were.

Disrespect for law existed. Hypocrisy was prevalent. Bootleggers were viewed not as law-breakers, but rather as life-savers. There flowed, from the conditions created by prohibition, a breakdown of law and of morals. Government, instead of receiving important revenues from legal traffic in liquors, was called upon to spend huge sums in trying to suppress illegal traffic, while bootleggers and racketeers were profiting to the tune of hundreds of millions of dollars yearly.

Naturally, as a tax gatherer, I am interested in the economic effects, both of prohibition and the repeal of prohibition. Prohibition cost other tax-paying groups huge sums in lost revenue and in the expense of enforcement; sums measured, no doubt, in billions—not millions. And that without promoting the cause of temperance. The repeal of prohibition makes available for the different layers of government substantial and very much needed revenue. Your industry, the brewing industry, has paid to federal, state and local governments, more than one and a quarter billion dollars. In addition, employment has been furnished directly or indirectly to hundreds of thousands of our workers. Thereby, their purchasing power and ability to pay taxes has been increased. Property valuations of not only brewers, but establishments which sell brewery products are greater, thus enabling local governments to collect larger real estate taxes without increasing tax rates correspondingly. Farmers have benefitted through better markets for their grains.

In short, the repeal of prohibition has contributed in no small measure to the improvement in our national economy.

CHAIRMAN RUPPERT: *I wish now to thank you, ladies and gentlemen, for honoring us by coming here today to our luncheon. I also desire to thank the speakers, one and all, for being with us and giving us the several talks which we have just heard. I wish to say to the brewers that they have listened to a number of people, unbiased and having no personal interest in the brewing of beer. You can feel honored, therefore, gentlemen, that these people have been with us today. I hope that all of you brewers will take under serious consideration what you have just heard. I want to thank all of you here personally from the bottom of my heart and also in behalf of the United Brewers Industrial Foundation for gracing this gathering with your presence and giving us the benefit of your comments and suggestions. I thank you all.*

PRESS COMMENTS
TYPICAL OF MANY OTHERS

[REPRINTED BY PERMISSION FROM THE NEW YORK SUN, APRIL 14, 1937]

BREWERS BAND TO AID REFORMS

Foundation Will Work for Sociological Gains

OBJECT STRESSED AT LUNCH

Col. Ruppert Emphasizes Long and Honorable Heritage

THE United Brewers Industrial Foundation was enthusiastically launched today at a luncheon on the Starlight Roof of the Waldorf-Astoria for the avowed purpose of aligning the industry with every force now working toward the improvement of social and economic conditions in this country. Its aims and purposes were outlined by Col. Jacob Ruppert before a large gathering which included leaders in many fields of activity.

Col. Ruppert asked for the public's recognition of a united brewing industry which realized the social responsibilities and desired to be helpful in every way. Pointing out that the industry has a long and honorable heritage, he recalled that George Washington had beer brewed at Mount Vernon and that William Penn was a brewer; also that seven signers of the Declaration of Independence either owned breweries or were interested in them.

Brewers have been highly respected for their contributions to the progress of temperance in the northern European countries and in England, he said, adding that in the events leading up to prohibition there were many evils which the brewer abhorred and which he did not wish to have repeated.

PUBLIC SERVICE STRESSED

For an industry to develop it must function in the public as well as the private interest, he said, and fully to recognize its obligations to the public is the price of the continued and successful existence of any modern industry.

The function of the foundation, as he described it, is to create a common center where the full assistance of the brewers of America can be

offered to all those forces which operate for the improvement of social and economic conditions, where research may be carried on, and where authoritative information on the public phases of the brewing industry may be available to the public at all times.

"The brewers of America have contributed over one billion dollars in taxes since repeal," he said. "They are one of the largest industrial consumers of farm products. They directly and indirectly employ more than 850,000 persons, and they are substantial citizens who sincerely and earnestly desire to maintain their industry on a high and useful plane. We know that in the work of this foundation we shall profit by the constructive advice and assistance of every educator, every clergyman and every economist who knows that habits and customs can be controlled and improved through example and education."

DIRECTORS OF FOUNDATION

The directors of the foundation, in addition to Col. Ruppert, are:

William Piel and Rudolph J. Schaefer, both of Brooklyn; Herbert Charles of St. Paul; G. L. Becker of Ogden, Utah; S. E. Abrams of Milwaukee; Carl W. Badenhausen of Newark; Theodore Hoffacker of Lowell, and Adolph Coors, Jr., of Denver.

Speakers at the luncheon stressed the fact that the brewers of America now have a chance to conduct their business in accordance with the public's convictions and that the consumption of beer by the American people represents a practical and definite step toward moderation and true temperance, in contrast with the evils that obtained under prohibition.

Among the speakers listed were Joseph V. Connolly, president of the International News Service; C. C. Pettijohn of the Motion Picture Producers and Distributors of America; Prof. Warren M. Persons of Harvard; Miss Eloise Davison, director of the New York Herald Tribune Home Institute; James W. Gerard, Herbert Bayard Swope, Herbert L. Bodman, former president of the New York Produce Exchange; Victor F. Ridder, the publisher, and Mark Graves, New York State Tax Commissioner.

NEWS VIEWS

By CLEVELAND RODGERS

Another Temperance Movement—Brewers Take Unusual Steps—Beer to be Kept Respectable—To Shun Evil Companions—When the Trouble Began

BEER has decided to be good, to shun evil companions and henceforth to put itself above suspicion. This has been determined by the brewing industry, which has just formed the United Brewers Industrial Foundation in the interest of the public and the business of brewing.

In other words, the brewers of beer do not want to be caught as they were when prohibition was put over, and they were made to suffer for the sins of others as well as their own.

Formation of the Brewers Foundation is significant. It shows that big business is learning that it has definite social responsibilities; also that it is necessary for a successful business to find out the drift of public opinion and to conform to it.

Others besides the brewers have noticed that some of the old abuses in drinking are coming back. This, in turn, is sure to revive agitation for restrictions on drinking. When this time comes the brewers want beer to be dissociated in the public mind from hard liquor.

This is an enlightened attitude for the brewers to take, and they have gone about the matter with candor and intelligence. They propose to start fresh and not to let a revived Anti-Saloon League get the jump on them.

If brewers and others had shown like appreciation of the public and of public opinion some decades ago we might have been spared the whole messy development of prohibition, bootlegging, political confusion and corruption that kept the country demoralized for a decade.

Beer is almost, if not quite, as old as wine-making. The Egyptians knew how to make it and there is a record of excessive beer drinking going back to the time of Seti I, 1300 B.C. The Greeks and Romans knew of beer, but thought it fit only for barbarians.

It became more refined, however, as the art of brewing developed. The Romans themselves improved upon the methods first used by Britons.

Before the days of tea, coffee and cocoa, beer and ale had found favor in Briton and monks discovered in the thirteenth century that the waters of Burton-on-Trent were especially adapted to brewing.

Pliny, nosing around in Gaul, Spain and other countries, found that the natives had discovered a way to make a drink that was peculiarly satisfying to them. "So exquisite is the cunning of mankind in gratifying their vicious

appetites," he wrote in his "Natural History," "that they have thus invented a method to make water itself produce intoxication."

This must have been more potent than the beer now generally consumed or the drinking was excessive. Perhaps what was needed was a brewers foundation to see to it that the beer was good and not too strongly alcoholic.

It must be remembered that these early beers were developed before the days of ardent spirits.

In this country beer has a long and honorable history. As the brewers have brought out, some six signers of the Declaration of Independence were brewers or interested in brewing. George Washington made beer. So did most of the ladies of his day.

It is really surprising the place beer had in the home in Colonial days and afterward. What the brewers want today is to get beer back in its former place as a liquid food to be kept in the pantry or in the refrigerator along with other household supplies.

Americans are fairly familiar with the growth and flowering of the temperance movement in this country. They have read all about Carrie Nation and the campaigns against the Demon Rum that finally led up to the political maneuvers of the Anti-Saloon League.

What were generally ignored in those days were the start and growth of the intemperance movement. There was little intemperance from beer and wine drinking during the many centuries before the discovery of potable spirits.

In the thirteenth century Arnoldus de Villa Nova distilled the essence of wine, making brandy. It was regarded as a divine product and its use was limited for a time. Later, however, the making of gin and whiskey spread rapidly.

In its more concentrated form alcohol consumption increased steadily in those countries where the climate was severe.

The temperance movement swept over Britain, Ireland and Scandinavia and other damp and cold areas of northern Europe in the eighteenth century. It was at its worst in England around the middle of the century, when drunkenness became so prevalent that it produced a strong reaction.

This was the beginning of the temperance movement, which later spread to America and caused beer to be classed with ardent spirits. The brewers don't want this to happen again.

UNITED BREWERS INDUSTRIAL FOUNDATION

INAUGURAL LUNCHEON

APRIL 14, 1937

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